



innovators in agriculture

MEET THE LELY AUSTRALIA TEAM

Clive Edwards - Managing Director

Born and bred on the farm, and still serving fellow farmers. Clive hails from Wales where he worked as a mechanic and in dealership sales before seeing the light and emigrating. He joined Agco where he spent 16 years ending up as State Manager before joining Lely Australia in 1998. Since then he has worked his way up from being the NSW Area Manager, to Sales and Marketing Manager then General Manager and now Managing Director.

The Administration Team

Antoni Kasper - Company Accountant

Antoni has had years of experience in the accounting field with companies in Poland, prior to emigrating to Australia in 1988 and was previously with Berri Ltd in South Australia and Melbourne before coming to Lely Australia in 2001.

Frank Mandaradoni - Sales Co-ordinator

Frank was brought up on a dairy farm in Tatura. Frank studied at Latrobe University in Bendigo and has been with Lely Australia since late 1993 starting as Assistant Accountant, then Company Accountant and now Sales Co-ordinator among a few other titles.

Emma Tognolini – Office Administrator

Emma was born in the rural township of Rochester and has been with Lely Australia since 1994. Since then Emma has become an integral part of Lely Australia in coordinating dealer orders and stock. Emma is also in charge of shipping, dealer accounts, stock control and sales reporting apart from being one of the friendly voices to greet callers to Lely Australia.

Abby Hastings – Office Administrator

Abby joined Lely Australia in April 2010. Originally a “city” girl from Melbourne, Abby found the relaxed atmosphere of the country much more appealing than the hustle and bustle of the city and moved to Portland for a while and is now settling in Rochester with her partner. Abby is primarily involved in accounts payable and coordinating marketing materials and also one of the friendly voices to greet callers to Lely Australia.

The Service & Spare Parts Team

Max McInnes - Product Manager

Max was brought up on a dairy farm in the Goulburn Valley and share farmed for his father for some years. He then worked for International Harvester as foreman of the welding shop. He later worked for an engineering firm in Echuca and started with Lely Australia in 1982 taking care of all the service issues and now also specialising in part of Lely Australia's product range such as Lely, Welger, Tulip and Vermeer.



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Robert West - Product Manager

Robert has years of experience in the farm machinery industry working for an agricultural machinery dealership before coming to Lely Australia. Robert joined Lely in 2008 and lives in the district.

Greg Hocking - Spare Parts Manager

The son of a dairy farmer, Greg has been involved in Agriculture all his life. He completed an Apprenticeship as a Motor Mechanic - a trade he practiced for several years, before joining Lely Australia in 1992. Since then he has been the Workshop and Logistics Manager, Service Technician, Product Manager and now Spare Parts Manager.

Paul Welling - Spare Parts Assistant

Paul originally from Sydney moved to Rochester in 1992 and had worked in the Spare Parts department of a local agricultural machinery dealership at Echuca for the last eleven years before joining Lely Australia in April 2005.

The Sales Team – Agricultural Division

Tim Short - Regional Manager – Northern Victoria, Southern NSW & Western Australia

A trained mechanic who has worked on dairy farms and logged 13 years in agricultural machinery sales and sales management. Tim's early sales experience was gained when he was a leading salesman at an agricultural machinery dealership in Kerang. Tim joined Lely Australia in 1998.

Shane Christian - Regional Manager – Queensland & Northern NSW

After finishing agricultural college Shane began a 20 year agricultural career which included two stints as Service Manager for major dealerships. Lely Australia and its customers are now benefiting from Shane's experience. Shane joined Lely Australia in 1999.

David Allan – Regional Manager - Southern Victoria, South Australia & Tasmania

David is a fully trained mechanic gaining his qualifications and experience while working at his family's agricultural machinery dealership in Colac. He then went on to sales and managing another agricultural machinery dealership at Colac selling tractors and a full range of hay equipment. David joined Lely Australia in 2004.

The Dairy Division Team

Jurgen Steen – Manager Dairy Equipment – South West Pacific

Jurgen originally working for Lely Deutschland in Germany and was lured with the challenge to expand the dairy division in Australia in 2002. His extensive experience in the service and sales of the Lely Astronaut Robotic Milking System in Germany has helped spearhead the project to develop this concept further in Australia.

Jan Irzyk – Service Manager - Dairy Division

Jan has overseas experience with sophisticated dairy equipment and is also education in food technology. Jan is looking forward to working closely with the Lely Center's and Lely dealers Australia wide.



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Bill Jackson – Sales Representative - Dairy Division

Since qualifying in the Netherlands at Lely, Bill has been responsible for the Astronaut's Robotic Milking System at Max & Evelyn's Warrens, Winnindoo farm.

Being one of the few consultants in the world with extensive experience in the application of robotic milking to 100% pasture based system.